



ORDER

Flight Dates **10/03/12-10/12/12**

Contract / Revision **313676 /**

Original Date / Revision
10/02/12 10/02/12

Advertiser **DSCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

DSCC-IE AZ

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1946**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 17% Market Value 225000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	8%	18000
KDRX	%	0
KPHO	35%	78750
KPNX	15%	33750
KPPX	%	0
KSAZ	16%	36000
KTVK	9%	20250
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	38	\$32,512.50	\$38,250.00	0.00
Totals	38	\$32,512.50	\$38,250.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/12/12	38	\$32,512.50	\$38,250.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/03/12	10/05/12	M-F 10am-11am The View	CM	10am-11am	-- WTF--	:30	3	\$500.00	P-3	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-- WTF--			3		\$500.00		0.00			
N 2	KNXV	10/08/12	10/12/12	M-F 10am-11am The View	CM	10am-11am	MTWTF--	:30	5	\$500.00	P-3	0.00 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--			5		\$500.00		0.00			
N 3	KNXV	10/03/12	10/05/12		CM	12pm-1pm	-- WTF--	:30	3	\$250.00	P-3	0.00 NM	3	\$750.00



KNXV

Print Date: 10/02/12

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Contract / Revision **313676** Flight Dates **10/03/12-10/12/12**

Hiatus Dates

Original Date / Revision 10/02/12/ 10/02/12

Order Sep 00:20:00

Advertiser **DSCC**

Product **DSCC-IE AZ**

Estimate # **1946**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F 12pm-1pm The Chew										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-- WTF--	3		\$250.00		0.00					
N 4	KNXV	10/08/12	10/12/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	MTWTF--	:30	4	\$250.00	P-3	0.00 NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	MTWTF--	4		\$250.00		0.00					
N 5	KNXV	10/03/12	10/05/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	-- WTF--	:30	3	\$600.00	FX	0.00 NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-- WTF--	3		\$600.00		0.00					
N 6	KNXV	10/08/12	10/09/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	MT-----	:30	2	\$600.00	FX	0.00 NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	MT-----	2		\$600.00		0.00					
N 7	KNXV	10/03/12	10/05/12	M-F 7-9am M-F 7-9am	CM	7am-9am	-- WTF--	:30	3	\$500.00	FX	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-- WTF--	3		\$500.00		0.00					
N 8	KNXV	10/08/12	10/12/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	5	\$500.00	FX	0.00 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	MTWTF--	5		\$500.00		0.00					
N 9	KNXV	10/03/12	10/05/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-- WTF--	:30	3	\$1,500.00	FX	0.00 NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-- WTF--	3		\$1,500.00		0.00					
N 10	KNXV	10/08/12	10/12/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	5	\$1,500.00	FX	0.00 NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	MTWTF--	5		\$1,500.00		0.00					
N 11	KNXV	10/08/12	10/08/12	Monday 7-9pm Monday Prime 7-9pm	CM	7pm-9pm	M-----	:30	1	\$7,000.00	P-6	0.00 NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	M-----	1		\$7,000.00		0.00					
N 12	KNXV	10/09/12	10/09/12	Tuesday Prime A Tuesday Prime A	CM	7pm-8pm	-T-----	:30	1	\$6,500.00	P-2	0.00 NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-T-----	1		\$6,500.00		0.00					
													Totals	38 \$38,250.00